LITERATURE SURVEY

1.Pooria Rashvand and Muhd Zaimi Abd Majid (2014)

In this paper, Critical Criteria on Client and Customer Satisfaction for the Issue of Performance Measurement. The outcome of this paper is to establish the client and customer satisfaction criteria as the two key stakeholders in construction project for the issue of performance measurement based on the reviewed data. The methodology of this study is based on comprehensive literature review of performance measurements for client and customer whereby the data were analyzed, using the metrics which the additive number of each customer and client-satisfaction criteria are occurring in previous study. From the metric analysis, the common factors for customer and client satisfaction were ranked. From the analysis of this paper, it can be concluded that expectation and perception are the two common critical satisfaction criteria for client and customer that must be considered where the satisfaction is required.

2. Freshdesk: bringing in freshness in startup world case by Achutha Jois, Ramnath Krishnan Pallasena, Somnath Chakrabarti

Freshdesk is a cloud-powered Customer Support HHHelp Desk software focusing on solvingcustomer support issues through Social Media like Facebook and Twitter. Freshdesk is used forcustomer support activities by companies of different sizes starting from small business to enter-prises across industries. Freshdesk's innovative solutions powered by cloud-based technology helpbusinesses to support their customers via e-mail, phone, SMS, social media, websites, and webforums. Today they have more than 50+ million end users with more than 100,000 installations.Digital technologies, tools and techniques have helped them to go global. After winning $40,000 atthe Microsoft BizSpark Startup challenge on 23 June 2011, Freshdesk founding team has neverlooked back. Despite pressure from investors to focus on a single product line, Freshdesk launchedvarious successful product lines like Freshservice (Freshdesk, 2017). Later it launched Freshfone[virtual contact center software over the cloud] to showcase its ability to make products successful.Freshdesk has global presence at various locations such as Chennai [India], Berlin [Germany],London [UK], Sydney [Australia], San Bruno [CA, USA].

3.To identify the classification of simple and routine enquires – helpdesk

Information Technology Help Desk (HD) support has been established in organizations to provide technical support to users. Over four decades, information technology (IT) has played an important role in reducing costs, improving operations, enhancing customer services, improving communications as well as gaining and sustaining competitive advantages in business environments [26,30]. However, the complexity of business systems, couple with a wide range of hardware, software and networking technologies has resulted in a wide and over-increasing number of technical and functional problems faced by the users, for example, critical network failures with impact on more than 30000 users happen every two days in the USA [1]. If the problems are not resolved in a timely manner, this can lead to loss of productivity by users and of organizations. As a result, the HD has gone from having a traditional role in a non-profit making capacity to playing a vital in ensuring organizational-wide information systems are working properly and efficiently. Unfortunately, the typical HD is now being overwhelmed with incoming enquiries. Very often a majority of enquiries can be classified as simple and routine, and do not require specialized knowledge. The aim of this paper is to present the results of a survey to identify queries that can be classified as simple and routine technical enquiries, and which can be dealt with in a way that takes the pressure off the HD.

4. S. Foo, S.C. Hui and P.C. Leong, "A Web-based Intelligent Help Desk Support Environment"

Some of the research before are Schubert Foo, et al designed and developed web based intelligent help desk support environment named WebHotLine to support the customer service center of a large multinational corporation in the electronics industry, another research from Wang, et al which built iHelp as an intelligent online helpdesk system, to automatically find problems, solution patterns from the past customer.

5. T.L Dingding Wang, "iHelp: An Intelligent Online Helpdesk System", *IEEE Transactions on Systems Man and Cybernetics", 2010.*

Thus, many companies attempt to build a helpdesk system to support the quality of services, because high quality of customer service is extremely important for the company, and the report showed that 70% of the customer satisfaction is not about the product or service but because of the customer do not like the customer service